

MEMORANDUM

To: FHH

September 16, 1964

From: FPH

Mr. Hetsko called me today to state that a representative of Clark Dodge, a tobacco analyst, stated that he and three other analysts had been told directly by a representative of a competitor of American Tobacco Company that it had changed its plea in the Green case and had thereby immeasurably weakened its case.

Cy states that his company is greatly alarmed and upset by this. He asked me to pass the word along to you with the request that no such statements should be made if in fact anyone from Liggett & Myers did so. I told him that I was sure no one from Liggett & Myers would make such a statement or had sufficient knowledge of the Green case to go out on a limb in such fashion, particularly when the representation is not true. He said that he was sure this was the case too but that he was making similar requests of counsel for the other companies. \* \* \*

Mr. Hetsko also reported that a committee of 6 had met yesterday in Washington (I was absent) and among other things had decided that the problem of Weights and Measures in Virginia and Pennsylvania awaits a brief by

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Covington & Burling with respect to exemption for tobacco products before further affirmative steps would be taken. I am not very knowledgeable about this but I understand that the Tobacco Institute has had this matter on its agenda for several years. \* \* \*

I was further informed last week that all of the major companies except Philip Morris were conducting promotional efforts at the Michigan Union which I understand to be on the campus of the University of Michigan. This is in violation of Section IV(1)(c) and I am sure that the sales department will see that this practice is stopped unless it already has been.

F. P. H.